

TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT																	
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL																	
CONVEYING PARTY DATA																		
<table border="1"><thead><tr><th>Name</th><th>Formerly</th><th>Execution Date</th><th>Entity Type</th></tr></thead><tbody><tr><td>Diageo Chateau & Estate Wines Company</td><td></td><td>08/18/2010</td><td>CORPORATION: CALIFORNIA</td></tr></tbody></table>	Name	Formerly	Execution Date	Entity Type	Diageo Chateau & Estate Wines Company		08/18/2010	CORPORATION: CALIFORNIA										
Name	Formerly	Execution Date	Entity Type															
Diageo Chateau & Estate Wines Company		08/18/2010	CORPORATION: CALIFORNIA															
RECEIVING PARTY DATA																		
Name:	Diageo North America, Inc.																	
Street Address:	801 Main Avenue																	
City:	Norwalk																	
State/Country:	CONNECTICUT																	
Postal Code:	06851																	
Entity Type:	CORPORATION: CONNECTICUT																	
PROPERTY NUMBERS Total: 4																		
<table border="1"><thead><tr><th>Property Type</th><th>Number</th><th>Word Mark</th></tr></thead><tbody><tr><td>Registration Number:</td><td>3761236</td><td>MOON MOUNTAIN</td></tr><tr><td>Registration Number:</td><td>3569495</td><td>MOON MOUNTAIN VINEYARD</td></tr><tr><td>Registration Number:</td><td>3696412</td><td>MOON MOUNTAIN MAGIC</td></tr><tr><td>Registration Number:</td><td>2536209</td><td>MOON MOUNTAIN</td></tr></tbody></table>	Property Type	Number	Word Mark	Registration Number:	3761236	MOON MOUNTAIN	Registration Number:	3569495	MOON MOUNTAIN VINEYARD	Registration Number:	3696412	MOON MOUNTAIN MAGIC	Registration Number:	2536209	MOON MOUNTAIN			
Property Type	Number	Word Mark																
Registration Number:	3761236	MOON MOUNTAIN																
Registration Number:	3569495	MOON MOUNTAIN VINEYARD																
Registration Number:	3696412	MOON MOUNTAIN MAGIC																
Registration Number:	2536209	MOON MOUNTAIN																
CORRESPONDENCE DATA																		
Fax Number:	(202)739-3001																	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>																		
Phone:	202.739.5987																	
Email:	trademarks@morganlewis.com, kbutcher@morganlewis.com, mliburd@morganlewis.com, asiarkowska@morganlewis.com																	
Correspondent Name:	Morgan, Lewis & Bockius LLP																	
Address Line 1:	1111 Pennsylvania Avenue, N.W.																	
Address Line 2:	TMSU																	
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004																	
NAME OF SUBMITTER:	Monique E. Liburd																	

TRADEMARK

900172887

REEL: 004288 FRAME: 0168

CH \$115.00 3761236

Signature:	/Monique E. Liburd/
Date:	10/01/2010
Total Attachments: 2 source=Confirmatory Trademark Assignment in the US#page1.tif source=Confirmatory Trademark Assignment in the US#page2.tif	

CONFIRMATORY TRADEMARK ASSIGNMENT

This Confirmatory Trademark Assignment is made by and between Diageo Chateau & Estate Wines Company, a California corporation with a principal place of business at 240 Gateway Road West, Napa, California 94558 ("**Assignor**") and Diageo North America, Inc., a Connecticut corporation with a principal place of business at 801 Main Avenue, Norwalk, Connecticut 06851 ("**Assignee**").

WHEREAS, the Assignor owned the trademark registrations set forth on the attached schedule (hereinafter "the Marks") and the goodwill of the business symbolized thereby, and desires to confirm having assigned and transferred, effective as of August 18, 2010, all of its right, title, and interest in and to the said Marks to the Assignee.

WHEREAS, Assignee obtained the trademark registrations from Assignor, including all of Assignor's right, title and interest in and to the Marks, and the goodwill of the business symbolized thereby.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby confirms having assigned, transferred and set over to Assignee, effective as of August 18, 2010, Assignor's entire right, title and interest in and to the Marks and the goodwill symbolized by the Marks, including the right to sue for and receive all damages from past infringements of the Marks arising prior to the effective date of the assignment, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

Assignor:

Assignee:

**Diageo Chateau & Estate Wines
Company**

Diageo North America, Inc.

By: 

By: 

Name: *Jennigh Millican*

Name: *Lauren Mandell*

Title: *Authorized Signatory*

Title: *Authorized Signatory*

SCHEDULE

<u>Country</u>	<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
U.S.A.	MOON MOUNTAIN	3761236	03/16/2010
U.S.A.	MOON MOUNTAIN VINEYARD	3569495	02/03/2009
U.S.A.	MOON MOUNTAIN MAGIC	3696412	10/13/2009
U.S.A.	MOON MOUNTAIN	2536209	02/05/2002